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FAST FACTS:

✓ Earlier Selection of Democratic Presidential Candidate:

- In 1976, 19 percent of the Democratic National Convention (DNC) delegates were selected by week six during the primary and caucus season.
- In 2004, 58 percent of the DNC delegates were selected by week six, and 72 percent were selected by week seven.

— (from a Brookings Institution briefing by William G. Mayer, associate professor of political science, Northeastern University, Boston, MA)

<http://www.brookings.edu/comm/events/20040114.htm>

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Kerry Follows Iowa With Big New Hampshire Victory



Democratic presidential hopeful Senator John Kerry celebrates his primary victory in Manchester, New Hampshire on Tuesday, January 27. © AP/WWP

Clark, North Carolina Senator John Edwards and Connecticut Senator Joe Lieberman—split most of the balance.

There also were a smattering of votes for Ohio Congressman Dennis

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Back-to-back wins in Democratic presidential race

Washington—The New Hampshire primary—the first in the nation's 2004 presidential campaign—gave Democratic Massachusetts Senator John Kerry a 13-percent margin of victory January 27, more than doubling the number suggested by some news media exit polls.

Kerry won 39 percent of the Democratic ballots—cast by more than 200,000 voters—while former Vermont Governor Howard Dean had 26 percent. The other active challengers in New Hampshire—retired General Wesley

A Look Ahead: Seven States Select a Democratic Candidate on February 3

On February 3 voters in Arizona, Delaware, Missouri, New Mexico, North Dakota, Oklahoma and South Carolina will vote on their preference for a Democratic nominee in primaries and caucuses. These elections will be important indicators of how different

regions of the U.S. view the Democratic race.

South Carolina is the first state to hold an election in which large numbers of African Americans are expected to vote, possibly accounting

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Kucinich, the Reverend Al Sharpton and several dozen “other” candidates—citizens who paid \$1,000 each to place their names on the ballot and be able to say they ran for the presidency of the United States.

Up until the polls opened, political observers thought that while Kerry would repeat his victory of eight days earlier in the Iowa Caucuses, all indications were it would be a closer race. Tracking polls suggested a six-percent margin. But predictions are really difficult to determine in New Hampshire, because it is one of several states that allow independent voters to participate in a party’s primary, and they have a track record of waiting until the last minute to make up their minds on whom to support. Independents account for 37 percent of the state’s voters.

Four years ago, when the Republican primary was in play in New Hampshire, most independents joined that contest to lead to Arizona Senator John McCain’s first place finish. George W. Bush, the ultimate Republican nominee and presidential winner, went on after the New Hampshire primary to capture the South Carolina and other state primaries.

This time, on the Republican side, Bush had no substantive opposition:

less than 35,000 voters cast ballots, 87 percent of them for the president.

Polls open in New Hampshire early in the morning on primary day and remain open until evening. But in the northern hamlet of Dixville Notch, where only about three dozen voters live, residents have made it a practice of showing up at the stroke of midnight and voting en masse while journalists observe and record the event. Here, Clark gained eight votes to three for Kerry, while Bush captured 11 on the Republican ballot.

In New Hampshire, as in Iowa, the Democratic candidates practiced “retail politics,” what political observer Michael Barone calls their personal meetings on street corners with individual voters to shake hands and share ideas. Additionally, campaign volunteers assisted by mailing literature, making phone calls to voters and knocking on doors of homes. The system was installed years ago as a way to keep political party leaders from directly selecting presidential nominees.

The January 27 contest involved not only an indication of Kerry’s popularity, but also the selection of a proportional number of the state’s allotted 22 delegates to the Democratic National Convention who are pledged to vote for him. The magic number of delegates needed for the Democratic nomination this year is 2,161.

As the unofficial results in New Hampshire trickled in, Kerry’s supporters who gathered in a hotel ballroom were ecstatic. The other gatherings were less joyful but the candidates managed to put on happy, smiling faces as they thanked their cheering supporters and pledged to continue the fight. Each of them said he was the one candidate who could bring change to American government.

While political observers believe Dean’s finishes in Iowa and New Hampshire to be “two back-to-back setbacks,” considering his front-runner status earlier in the year, he was more positive, saying he regained momentum with his jump from third place to second.

On February 3, primaries or caucuses will be held in seven states, involving the selection of 269 convention delegates. The candidates no longer will have the luxury of retail politics and will have to fly from state to state, making as many airport rallies and television interviews as they can before moving on. Their schedules this week will take them to Arizona, Delaware, Missouri, New Mexico, North Dakota, Oklahoma and South Carolina.

What the Democratic candidates now need are the three M’s, says CNN political analyst Carlos Watson—“Money, Media and Momentum.” ■



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The U.S. Department of State is pleased to present its election coverage newsletter, **Election Focus 2004**. The newsletter will provide non-partisan coverage of the U.S. election process, featuring articles, interviews, public opinion polls, and other information on the presidential primaries, debates, conventions and campaign activities of the major presidential candidates.

Election Focus 2004 is produced by the Democracy and Human Rights team in the Bureau of International Information Programs.

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A Look Ahead: Seven States Select a Democratic Candidate on February 3

for as many as half of those who cast ballots. The results in South Carolina may thus reflect which Democratic candidate this important minority will favor in later primaries throughout the South and elsewhere.

In the January 13 non-binding Democratic primary in the District of Columbia, which also has a significant African American population, former Vermont Governor Howard Dean and Reverend Al Sharpton came out on top, although only 8 percent of eligible voters participated and several of the candidates declined to participate.

Senator John Edwards (North Carolina), who was born in South Carolina, is currently expected to put in a strong showing there on February 3. A poll taken in January put Edwards in second place, in a tie with former General Wesley Clark. Dean was first, and Sharpton fourth. But Edwards' surprisingly strong finish in Iowa, second only to Massachusetts Senator John Kerry, and Dean's decline there will no doubt alter these rankings going into new Hampshire.

Jobs and unemployment are predicted to be key issues in South Carolina, where it is estimated that more than 100,000 jobs in the textile industry have been lost since 2000. Candidates have proposed various job creation and protection plans to court voters affected by these changes.

In Missouri, Representative Dick Gephardt was considered to be a sure winner in his home state's primary until his withdrawal from the race following his poor Iowa showing. Now, other Democratic candidates are vying

for voters' attention in Missouri and for Gephardt's endorsement. Gephardt has said he will support the eventual Democratic nominee but has so far declined to endorse any of his rivals.

In the West, important issues include immigration, border security, Native American affairs and water. Minority voters will play a significant role in many of these states. In Arizona, for example, 27 percent of the population is Hispanic and 5 percent is Native American. New Mexico has an even larger concentration of Hispanics, more than 42 percent.

New Mexico Governor Bill Richardson, a Democrat and the country's only Hispanic governor, believes the Hispanic vote will be decisive in several states. "I believe Hispanics will be the key voting bloc in four battleground states—in New Mexico, Arizona, Nevada and Florida," he says. "And I believe those states will decide the presidency."

The seven states voting on February 3 have 47 Electoral College votes combined, more than four times what Iowa and New Hampshire together are allotted. Despite these relatively modest numbers (it will take 270 electoral votes to win the presidency), the primary and caucus results will be important bellwethers of how voters in these regions view the contest for the Democratic Party nominee.

Although President Bush has virtually no competition for the Republican nomination, he or his campaign managers have visited some of the states scheduled to vote on February 3. Bush traveled to Arizona and New Mexico in the days following his State of the Union address to push his proposed immigration policy and his new job-training program, both of which are of great interest to Hispanic voters. ■

"I believe Hispanics will be the key voting bloc in four battleground states—New Mexico, Arizona, Nevada and Florida. And I believe those states will decide the presidency."

— New Mexico Governor Bill Richardson,
a Democrat and the only Hispanic
governor in the U.S.

Campaign★Highlight

Presidential Candidates Use A Variety of Campaign Tactics

During the 2004 presidential election, the candidates will use a variety of more sophisticated campaign tools ranging from television, radio and print advertising to polls, focus groups, Internet chat rooms and mass mailings, among others.

But despite these contemporary methods of reaching voters, the old-fashioned way of “meeting and greeting” still proves to be a successful strategy. For instance, Connecticut Senator Joseph Lieberman's daughter, Rebecca, has held “house parties” in Arizona, where she answers questions from participants about her father's political views. Arizona is among the six states which will hold Democratic primaries on February 3. North Dakota will also hold a caucus that day.

Such a hands-on approach does work to energize voters, as evidenced by a Washington Post report which says, “Arizona is the largest state where no candidate has a geographic connection and where the population is so diverse that it will test the candidates’ ability to reach a wide range of voters. Voters here seem to be waiting to be impressed.”

Other candidates besides Lieberman have also used a personal touch to pitch their platforms in Arizona. Massachusetts Senator John Kerry's campaign workers have repeatedly phoned households throughout the state seeking support for the candidate.

And while personally connecting with voters almost always wins some

converts, most candidates just don't have the time to meet and greet large numbers of voters, unless they attend rallies or other town-hall style meetings in cities and towns throughout a state.

Instead, they rely on radio and television ads in various markets, which present information in one-minute spots about the candidates and their views. Such ads often criticize the claims of their rivals, but sometimes such back and forth verbal assaults can actually hurt a candidate.

This was most evident after the recent Iowa caucuses, when former Vermont Governor Howard Dean and Missouri Congressman Richard Gephardt (who considered Iowa possibly an easy win, because of its close proximity to his home state), finished a surprising third and fourth. Gephardt has since dropped out of the race. But prior to the caucuses, Dean and Gephardt often harshly criticized one another. “They all learned that lesson,” Donna Brazile, a Democratic consultant who ran Al Gore's 2000 campaign, told the Associated Press. “So they're all playing it safe and running soft-and-fuzzy messages.”

Some candidates take image polishing a step further. For instance, former General Wesley Clark has issued mass mailings of 50,000 copies of “American Son,” a 15-minute video about his life. The filmmaker, Linda Bloodworth Thompson, also created a similar video for former President Bill Clinton when he ran for president in 1992.

John Kerry, who is viewed by many voters as having only the interests of the East Coast at heart, has tried hard to broaden his appeal. Kerry, who voted for the October 2002 congressional authorization allowing President Bush to go to war in Iraq, has now become critical of sending more troops there. To strengthen his position, before the Iowa caucuses, Kerry, himself a decorated veteran of the Vietnam War, appealed to veterans there with 26,000 videos, detailing his military service.

Kerry's down-home approach seems to have benefited his campaign. Over the last month, he trailed Howard Dean by as much as 30 points in the polls. But Kerry's Iowa caucuses win on January 19 propelled him to first place among Democrats. According to a recent Gallup poll, he led Dean by 13 percentage points going into the New Hampshire primary.

Although such traditional methods can be very effective, “virtual” campaigns are beginning to wield significant influence, also. In fact, the Internet has proven to be a potent organizing and fundraising tool, where cyber activists increasingly play an important role.

In his article, “The Marketing of a President,” Edward Cone, a former writer for Forbes Magazine, says that “Online tools are a way to get people to act—to meet in the physical world, to put up flyers and posters, write letters and checks, speak to other people face to face. And ultimately, to get out and vote.”

Such tools can lead to more and more contacts using relatively easy and cost-effective methods. For instance, an “e-precinct” is created when a campaign volunteer utilizes the names in

his/her e-mail address book to generate more support for a candidate.

“Television, radio, print and mail can create awareness and desire for a product,” Cone says. “Senders control the presentation and, if intelligently worded and presented, the messages cause an individual or company to vote with its dollars, by buying the product....

With the Internet, an effective campaign creates a community that will on its own begin to market your product for you. Properly done, you won’t be able- or want- to control it.”

In fact, the Internet has been the star in Howard Dean’s campaign. He set a new online record by raising the most money of any Democratic presi-

dential candidate in a single quarter—\$15.4 million in the final three months of 2003. And with a first and second place showing in the Iowa caucuses, both John Kerry and North Carolina Senator John Edwards became suddenly more attractive to Internet donors, garnering \$300,000 and \$250,000 respectively the day after the caucuses.

Since then, according to CNN.com, the large online bookstore, Amazon.com, has launched a website where anyone can contribute between \$5 and \$200 to the presidential candidate of their choice. Contributors can also read about each candidate, and see how much money or the number of donations the candidates have received on their personal websites.

The relatively new use of web logs (known as “weblogs” or “blogs”), or diaries of a candidate’s daily activities, has also contributed to advancing a candidate within the web community. John Edwards and his wife, Elizabeth, started writing daily blogs in November, detailing their day-to-day activities. Former General Wesley Clark has also built a cyber community that organizes, operates and votes offline.

Regardless of what methods the 2004 presidential candidates use however, it is clear that now, more than ever, they understand the importance of using the entire range of tactics to reach as many voters as possible. ■